



# UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

Address: COMMISSIONER FOR PATENTS

P.O. Box 1450

Alexandria, Virginia 22313-1450

www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/617,959	07/11/2003	Wealthy Desai	9-400-33	4469
20792	7590	07/21/2008		
MYERS BIGEL, SIBLEY & SAJOVEC				
PO BOX 37428				
RALEIGH, NC 27627				
EXAMINER				
LIU, CHIA-YI				
ART UNIT		PAPER NUMBER		
3692				
MAIL DATE		DELIVERY MODE		
07/21/2008		PAPER		

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

### Office Action Summary

**Application No.**

10/617,959

**Applicant(s)**

DESAI, WEALTHY

**Examiner**

CHIA-YI LIU

**Art Unit**

3692

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 23 May 2008.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1-21, 24-36 and 39-59 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-21, 24-36 and 39-59 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO/SB/08)  
Paper No(s)/Mail Date \_\_\_\_\_
- 4) ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date \_\_\_\_\_
- 5) ☐ Notice of Informal Patent Application
- 6) ☐ Other: \_\_\_\_\_

### **DETAILED ACTION**

This action is in response to a reply submitted 5/23/2008. Claims 1-21, 24-36 and 35-59 are presented for Examination. Applicant has elected Invention I, corresponding to Claims 1-21, 24-36 and 39-59, without traverse. Applicant has canceled claims 22-23, 37-38 and 60-61.

### ***Claim Rejections - 35 USC § 103***

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 1-4, 6-7, 11-14, 17-21, 24-27, 31-36, 39-42, 44-45, 49-52, 55-59 are rejected under 35 U.S.C. 103(a) as being obvious over Weibel (US 7,099,837 B1) in view of Applicant's Background of Invention and further in view of Official Notice.

As per Claims 1, 17, 24, 39, 34, 55

Weibel ('837) discloses

generating an electronic image of an advertisement (creating digital document representing printed advertisement image), see column 6, lines 7-8.

generating an electronic invoice for the advertisement (creating digital document representing an invoice for printed advertisement), see column 6, lines 11-12.

electronically linking the electronic image and the electronic invoice (the billing statement (=invoice, see column 3, line 5) and each associated advertisement copy may be electronically accessed through links to one another), see column 2, lines 16-18.

Art Unit: 3692

Weibel ('837) teaches granting electronic access to the client to the electronic image and electronic invoice that are electronically linked, see Abstract of Weibel, lines 11-13 (advertisement and page documents are associated with the billing statement and linked so that they may be accessed by the client) and column 2, lines 16-21 (electronically accessed through links) but fails to explicitly disclose granting access to the image and invoice to the Customer Marketing Representative (CMR/MR). Applicant admitted in the Background of invention that CMRs are well known to those having skill in the art and that a tear page (advertisement image) and invoice can be sent to the CMR, see Applicant's Background of invention, lines 17-24. Official Notice is taken that it is old and well-known in the art to grant access to information electronically. (Since the CMR are granted access to the image and invoice in the traditional paper method, it would have been obvious to grant access to the same information to the CMR electronically). Therefore, the Examiner asserts that it would have been obvious for one of ordinary skill in the art at the time the invention was made to modify Weibel's invention to include granting electronic access to the CMR/MR to the electronic image and electronic invoice that are electronically linked. One would be motivated to do so for the benefit of allowing customer market representative (CMR) to view the invoice and advertisement that are electronically linked so he/she could know how much to pay to the business directory publisher for the publishing service.

Weibel ('837) does not specifically disclose the advertisement is a business directory advertisement that was sold by a third party Customer Marketing Representative (CMR) for a business directory publisher/an advertisement that was sold by a third party Marketing Representative (MR) for a publisher. Official Notice is taken that the type of advertisement does not affect the manipulative steps of the invention. A business directory advertisement that was sold by a third party Customer Marketing Representative for a business directory publisher/an advertisement that was sold by a third party Marketing Representative for a publisher is well known to those having skill in the art (see Applicant's Background of invention, lines 16-26). Therefore, the Examiner asserts that it would have been obvious for one of ordinary skill in the art at the time the invention was made to modify Weibel's invention to include the advertisement is a business directory advertisement that was sold by a third party Customer Marketing Representative (CMR) for a business directory publisher/an advertisement that was sold by a third party Marketing Representative (MR) for a publisher. One would be motivated to do so for the benefit of creating billing statement for publishing business automatically and digitally to make for easier storage, retrieval and delivery.

As per Claims 11, 31, 49

Art Unit: 3692

Weibel ('837) discloses

electronically linking the electronic image and the electronic invoice (the billing statement (=invoice, see column 3, line 5) and each associated advertisement copy may be electronically accessed through links to one another), see column 2, lines 16-18

Weibel ('837) teaches electronically accessing an electronically linked electronic image of an advertisement and an electronic invoice, see Abstract of Weibel, lines 11-13 (advertisement and page documents are associated with the billing statement and linked so that they may be accessed by the client) and column 2, lines 16-21 (electronically accessed through links) but fails to explicitly disclose granting access to the electronically linked electronic image and electronic invoice by the business directory publisher. Applicant admitted in the Background of invention that a CMR sells business directory advertisement to customers for the business directory publisher are well known to those having skill in the art and that the business directory publisher generate tear page (advertisement image) and send to the CMR along with an invoice, see Applicant's Background of Invention, lines 17-26. Since the CMR are granted access to the image and invoice by the business directory publisher in the traditional paper method, Official Notice is taken it was old and well-known to grant access to information electronically. (It would have been obvious to grant the same person access to the same information electronically) Therefore, the Examiner asserts that it would have been obvious for one of ordinary skill in the art at the time the invention was made to modify Weibel's invention to include granting access to the electronically linked electronic image and electronic invoice by the business directory publisher. One would be motivated to do so for the benefit of allowing the business directory publisher to know how much was billed to his/her customer and for what advertisement.

Weibel ('837) teaches generating electronic invoice for an advertisement (creating digital document representing an invoice for printed advertisement), see column 6, lines 11-12, but fails to explicitly disclose generating a customer electronic invoice for the advertisement from the CMR electronic invoice.

Applicant admitted in the Background of invention that CMRs are well known to those having skill in the art and that a customer invoice is generated from the CMR invoice (The publisher sends the tear page to the CMR along with an invoice. The CMR may add a commission and generate its own invoice which is sent to the CMR's customer) Since the customer invoice can be generated from the CMR invoice in the traditional paper method, Official Notice is taken that it is old and well-known in to generate invoice electronically. (It would have been obvious to generate the same customer invoice from the CMR invoice

Art Unit: 3692

electronically.) Therefore, the Examiner asserts that it would have been obvious for one of ordinary skill in the art at the time the invention was made to modify Weibel's invention to include generating a customer electronic invoice for the advertisement from the CMR electronic invoice. One would be motivated to do so for the benefit of generating a new invoice by transferring data from an associated invoice and simply adding additional data related to the new invoice that's not in the old one, thereby speeding up the invoice creation process.

Weibel ('837) teaches granting electronic access to an advertising customer to the electronic image and customer electronic invoice that are electronically linked, see column 6, lines 7-18, but fails to explicitly disclose the advertising customer is a CMR customer. Applicant admitted in the Background of invention that CMRs are well known to those having skill in the art and that CMRs sell advertisements and send invoice to CMRs customers, see Applicant's Background of Invention, lines 17-26. Therefore, the Examiner asserts that it would have been obvious for one of ordinary skill in the art at the time the invention was made to modify Weibel's invention to include the advertising customer is a CMR customer. One would be motivated to do so for the benefit of allowing CMR customer to view the invoice and advertisement that are electronically linked so he/she could know how much to pay to CMR for the service.

Weibel ('837) does not specifically disclose the advertisement is a business directory advertisement that was sold by a third party Customer Marketing Representative for a business directory publisher to a CMR customer and the type of invoice is a CMR electronic invoice for the business directory advertisement that was sold by the CMR to the CMR customer. Official Notice is taken that the type of advertisement and invoice do not affect the manipulative steps of the invention. Therefore, the Examiner asserts that it would have been obvious for one of ordinary skill in the art at the time the invention was made to modify Weibel's invention to include the advertisement is a business directory advertisement that was sold by a third party Customer Marketing Representative for a business directory publisher to a CMR customer and the type of invoice is a CMR electronic invoice for the business directory advertisement that was sold by the CMR to the CMR customer. One would be motivated to do so for the benefit of creating billing statement for publishing business automatically and digitally to make for easier storage, retrieval and delivery.

As per Claims 2, 18, 25, 35, 40, 56

Weibel ('837) teaches electronically linking the electronic image and the electronic invoice, see column 2, lines 16-18, and accessing digital documents through hypertext links, see column 2, lines 4-6, but fails to explicitly disclose

Art Unit: 3692

sending an email to the CMR/MR including a hyperlink to the electronic image and electronic invoice that are electronically linked. Applicant admitted in the Background of invention that Customer Marketing Representatives (CMR/MRs) are well known to those having skill in the art and that tear page (advertisement image) and invoice can be sent to the CMR/MR, see Applicant's Background of invention, lines 17-24. Since the image and invoice are sent to the CMR in the traditional paper method, it would have been obvious to send the same information to the CMR/MR electronically. Official Notice is taken that it is old and well known in the art to send hyperlink through email. (For example, Yahoo Mail allows user to insert hyperlinks when composing an email.) Therefore, the Examiner asserts that it would have been obvious for one of ordinary skill in the art at the time the invention was made to modify Weibel's invention to include sending an email to the CMR/MR including a hyperlink to the electronic image and electronic invoice that are electronically linked. One would be motivated to do so for the benefit of allowing the CMR/MR to access the electronic invoice image to pay for the publishing service.

As per Claims 12, 32, 50

Weibel ('837) teaches granting electronic access to an advertising customer to the electronic image and customer electronic invoice that are electronically linked, see column 6, lines 7-18, and accessing digital documents through hypertext links, see column 2, lines 4-6, but fails to explicitly disclose sending an email to the CMR customer including a hyperlink to the electronic image and electronic invoice that are electronically linked. Applicant admitted in the Background of invention that CMRs are well known to those having skill in the art and that CMRs sell advertisements and send invoice to CMRs customers, see Applicant's Background of Invention, lines 17-26. Official Notice is taken that it is old and well known in the art to send hyperlink through email. (For example, Yahoo Mail allows user to insert hyperlinks when composing an email.) Therefore, the Examiner asserts that it would have been obvious for one of ordinary skill in the art at the time the invention was made to modify Weibel's invention to include sending an email to the CMR customer including a hyperlink to the electronic image and electronic invoice that are electronically linked. One would be motivated to do so for the benefit of allowing the customer to access the electronic invoice image to pay for the bill.

As per Claims 3, 19, 26, 36, 41, 57

Weibel ('837) teaches granting electronic access to an advertising customer to

Art Unit: 3692

the electronic image and customer electronic invoice that are electronically linked, see column 6, lines 7-18, but fails to explicitly disclose grant electronic access by sending an email to the CMR/MR including a userid and/or password that may be used to electronically access the electronic image and electronic invoice that are electronically linked. Applicant admitted in the Background of invention that Customer Marketing Representatives (CMR/MRs) are well known to those having skill in the art and that tear page (advertisement image) and invoice can be sent to the CMR/MR, see Applicant's Background of invention, lines 17-24. Since the image and invoice are sent to the CMR in the traditional paper method, it would have been obvious to grant access to the same information to the CMR/MR electronically. Official Notice is taken that it is old and well known to send userID and password to someone to allow the person to gain access to restricted information and it is also old and well known to send electronic text over computer network through an email. Therefore, the Examiner asserts that it would have been obvious for one of ordinary skill in the art at the time the invention was made to modify Weibel's invention to include grant electronic access by sending an email to the CMR/MR including a userid and/or password that may be used to electronically access the electronic image and electronic invoice that are electronically linked. One would be motivated to do so for the benefit of allowing the CMR/MR to access the electronic invoice image to pay for the publishing service.

As per Claims 13, 33, 51

Weibel ('837) teaches granting electronic access to an advertising customer to the electronic image and customer electronic invoice that are electronically linked, see column 6, lines 7-18, but fails to explicitly disclose grant electronic access by sending an email to the CMR/MR including a userid and/or password that may be used to electronically access the electronic image and electronic invoice that are electronically linked. Applicant admitted in the Background of invention that CMRs are well known to those having skill in the art and that CMRs sell advertisements and send invoice to CMRs customers, see Applicant's Background of Invention, lines 17-26. Since the advertisement image and invoice are sent to the CMR customer in the traditional paper method, it would have been obvious to grant access to the same information to the CMR customer electronically. Official Notice is taken that it is old and well known to send userID and password to someone to allow the person to gain access to restricted information and it is also old and well known to send electronic text over computer network through an email. Therefore, the Examiner asserts that it would have been obvious for one of ordinary skill in the art at the time the invention was made to modify Weibel's invention to include grant electronic



Art Unit: 3692

access by sending an email to the CMR customer including a userid and/or password that may be used to electronically access the electronic image and customer electronic invoice that are electronically linked. One would be motivated to do so for the benefit of allowing the CMR/MR to access the electronic invoice image to pay for the bill.

As per Claims 4, 27, 42

Weibel ('837) further discloses electronically link (billing statement and associated advertisement copy/image may be electronically accessed through links to one another) by generating a hyperlink to the electronic image in the electronic invoice (access from one of the digital documents to another of its associated documents is enabled in the manner of hypertext links), see column 2, lines 4-6, 16-18.

As per Claims 6, 14, 20, 44, 52, 58

Weibel ('837) teaches generating a Portable Document Format (PDF) file that contains the image of the advertisement (provides a digital representation of pages or ad images in PDF format), see column 5, lines 6-8, but fails to explicitly disclose the PDF is read only. Official Notice is taken that is it old and well known to generate read-only PDF file. Therefore, the Examiner asserts that it would have been obvious for one of ordinary skill in the art at the time the invention was made to modify Weibel's invention to include generating a read-only Portable Document Format (PDF) file that contains the image of the advertisement. One would be motivated to do so for the benefit of preventing the customer from accidentally click on the image and change the advertisement information.

As per Claims 7, 21, 45, 59

Weibel ('837) teaches generating an electronic invoice for the advertisement (creating digital document representing an invoice for printed advertisement), see column 6, lines 11-12, but fails to explicitly disclose generating an electronic spreadsheet that contains the electronic invoice for the advertisement. Official Notice is taken that it is old and well known in the art to generate electronic spreadsheet that contains financial data. Therefore, the Examiner asserts that it would have been obvious for one of ordinary skill in the art at the time the invention was made to modify Weibel's invention to include generating an electronic spreadsheet that contains the electronic invoice for the advertisement. One would be motivated to do so for the purpose of using spreadsheet to

Art Unit: 3692

organize invoice data in rows and columns of cells, thereby enabling user to more easily read and find the invoice information they need.

Claims 5, 43 are rejected under 35 U.S.C. 103(a) as being obvious over Weibel (US 7,099,837 B1) in view of Applicant's Background of Invention and further in view of Official Notice, as applied to claims 1, 39 above, and further in view of Tenenbaum (US 2004/0225572 A1)

As per Claims 5, 43

Weibel ('837) teaches generating an electronic image, generating an electronic invoice and electronically linking the electronic image and the electronic invoice, see column 6, lines 7-8, 11-12 and column 2, lines 16-18, and invoice summary statement (billing statement) see column 2, line 16-18, but fails to explicitly disclose the generating an electronic image, generating an electronic invoice and electronically linking are repeatedly performed for a plurality of advertisements to create an invoice summary statement and granting electronic access to the CMR to the invoice summary statement. Applicant admitted in the Background of invention that CMRs are well known to those having skill in the art and that tear page (advertisement image) and invoice can be sent to the CMR, see Applicant's Background of invention, lines 17-24. Since the CMR are granted access to the image and invoice in the traditional paper method, Official Notice is taken that it was old and well-known in the art to grant access to information electronically. (It would have been obvious to grant access to the same information to the CMR electronically.) Tenenbaum ('572) teaches plurality of advertisement images and electronic invoices and displaying invoices with tearsheets (advertisement image) in way that interrelates an invoice line item with a tearsheet, see Claim 20 of Tenenbaum. Both Tenenbaum and Weibel are all directed toward electronic statement and advertisement presentation system. Therefore, the Examiner asserts that it would have been obvious for one of ordinary skill in the art at the time the invention was made to modify Weibel's invention to include the generating an electronic image, generating an electronic invoice and electronically linking are repeatedly performed for a plurality of advertisements to create an invoice summary statement and granting electronic access to the CMR to the invoice summary statement. One would be motivated to do so for the benefit of allowing the CMR to view all the invoice and advertisement that he/she is being billed so he/she would know what payment is being expected.

Claims 8, 28, 46 are rejected under 35 U.S.C. 103(a) as being obvious over Weibel (US 7,099,837 B1) in view of Applicant's Background of Invention and further in view of Official Notice, as applied to claims 1, 24, 39 above, and further in view of Brief (US 2004/0260601 A1)

Art Unit: 3692

As per Claims 8, 28, 46

Weibel ('837) teaches granting electronic access to a customer to the electronic image and electronic invoice that are electronically linked, see column 6, lines 7-18, but fails to explicitly disclose the customer is a CMR and electronically sending a reminder message if the customer has not yet access electronic image/invoice within a predetermined time after the granting electronic access. Applicant admitted in the Background of invention that Customer Marketing Representatives (CMR/MRs) are well known to those having skill in the art and that tear page (advertisement image) and invoice can be sent to the CMR/MR, see Applicant's Background of invention, lines 17-24. Since the image and invoice are sent to the CMR in the traditional paper method, it would have been obvious to send the same information to the CMR/MR electronically. Brief ('2004) teaches if a person does not access an electronic file after a predetermined time, email reminders may be sent out, see paragraph 0050, lines 21-27. Therefore, the Examiner asserts that it would have been obvious for one of ordinary skill in the art at the time the invention was made to modify Weibel's invention to include electronically sending a reminder message to the CMR if the CMR has not electronically accessed the electronic image and electronic invoice that are electronically linked, within a predetermined time after the granting electronic access. One would be motivated to do so for the benefit of reminding the customer to view the invoice and advertisement image to avoid late payments due to forgetting to view the file.

Claims 9, 15, 29, 47, 53 are rejected under 35 U.S.C. 103(a) as being obvious over Weibel (US 7,099,837 B1) in view of Applicant's Background of Invention and further in view of Official Notice, as applied to claims 1, 11, 24, 39, 49 above, and further in view of Rabideau et al. (US 2002/0010664 A1)

As per Claim 9, 29, 47

Weibel ('837) teaches generating an electronic invoice for the advertisement (creating digital document representing an invoice for printed advertisement), see column 6, lines 11-12, but fails to explicitly disclose accepting an electronic CMR credit/debit form that indicates that an error was made in the electronic invoice for the advertisement. Rabideau ('664) teaches a debit form that indicates that an error was made in the invoice (error notification is often called an invoice or debit memo), see paragraph 0005, lines 9-12. Both Weibel and Rabideau are directed toward invoice transaction system. Official Notice is taken that it is old and well known to send out forms electronically. Therefore, the Examiner asserts that it would have been obvious for one of ordinary skill in the art at the time the invention was made to modify Weibel's invention to include accepting an electronic CMR credit/debit form that indicates that an error was made in the

Art Unit: 3692

electronic invoice for the advertisement. One would be motivated to do so for the benefit of allowing the customer to make correction on the payment.

As per Claims 15, 53

Weibel ('837) teaches generating an electronic invoice for the advertisement (creating digital document representing an invoice for printed advertisement), see column 6, lines 11-12, but fails to explicitly disclose sending an electronic CMR credit/debit form to the business directory publisher that indicates that an error was made in the CMR electronic invoice for the advertisement. Rabideau ('664) teaches a debit form that indicates that an error was made in the invoice (error notification is often called an invoice or debit memo), see paragraph 0005, lines 9-12. Both Weibel and Rabideau are directed toward invoice transaction system. Official Notice is taken that it is old and well known to send out forms electronically. Applicant admitted in the Background of Invention that it is well known in the art that Business directory publisher sends invoice to the CMR, see Background of Invention, lines 16-26. Therefore, the Examiner asserts that it would have been obvious for one of ordinary skill in the art at the time the invention was made to modify Weibel's invention to include sending an electronic CMR credit/debit form to the business directory publisher that indicates that an error was made in the CMR electronic invoice for the advertisement. One would be motivated to do so for the benefit of allowing the business directory publisher to know that an error has been made in the invoice so he/she can calculate the value of the loss and request payment.

Claims 10, 16, 30, 48, 54 are rejected under 35 U.S.C. 103(a) as being obvious over Weibel (US 7,099,837 B1) in view of Applicant's Background of Invention and further in view of Official Notice, as applied to claims 1, 11, 24, 39, 49 above, and further in view of Gropper (US 6,883,000 B1)

As per Claims 10, 30, 48

Weibel ('837) teaches generating an electronic image of an advertisement (creating digital document representing printed advertisement image), see column 6, lines 7-8, but fails to explicitly disclose accepting an electronic CMR adjustment form that indicates that an error was made in the advertisement. Applicant admitted in the Background of invention that a CMR sells advertisement to customers is well known to those having skill in the art, see Applicant's Background of Invention, lines 17-26. Gropper ('000) teaches ads in digital form, see column 36, lines 32-33 and displaying a message indicating errors (Z errors) and provide the user opportunity to resolve errors, correct incomplete data transmissions, see column 32, lines 40-44. Therefore, the Examiner asserts that it would have been obvious for one of ordinary skill in the art at the time the invention was made to modify Weibel's invention to include

Art Unit: 3692

accepting an electronic CMR adjustment form that indicates that an error was made in the advertisement. One would be motivated to do so for the benefit of allowing the CMR to make corrections and fix the errors in the advertisement he/she sold to the customers.

As per Claims 16, 54

Weibel ('837) teaches generating an electronic image of an advertisement (creating digital document representing printed advertisement image), see column 6, lines 7-8, but fails to explicitly disclose sending an electronic CMR adjustment form to the business directory publisher that indicates that an error was made in the business directory advertisement that was sold by the CMR to the CMR customer for the business directory publisher. Applicant admitted in the Background of invention that a CMR sells advertisement to customers for the business directory publisher are well known to those having skill in the art, see Applicant's Background of Invention, lines 17-26. Gropper ('000) teaches ads in digital form, see column 36, lines 32-33 and displaying a message indicating errors (Z errors) and provide the user opportunity to resolve errors, correct incomplete data transmissions, see column 32, lines 40-44. (Examiner notes that the type of advertisement does not affect the inventive steps of this invention, therefore is not given patentable weight) Therefore, the Examiner asserts that it would have been obvious for one of ordinary skill in the art at the time the invention was made to modify Weibel's invention to include sending an electronic CMR adjustment form to the business directory publisher that indicates that an error was made in the business directory advertisement that was sold by the CMR to the CMR customer for the business directory publisher. One would be motivated to do so for the benefit of allowing the business directory publisher to make corrections and fix the errors in the advertisements.

***Conclusion***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to CHIA-YI LIU whose telephone number is (571)270-1573. The examiner can normally be reached on Mon-Thur alternating Fri.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, KAMBIZ ABDI can be reached on (571) 272-6702. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

CHIA-YI LIU  
Examiner  
Art Unit 3692

/Susanna M. Diaz/  
Primary Examiner, Art Unit 3692